

American Cancer Society, National
ACNR - Fall FY10 Notes to Neighbors (Survey)
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We will process your request immediately. I'm sorry for any inconvenience. Have a nice [day/evening]. Goodbye. [Mark call with NP \(No Phone\) Comment Code and hit Inquiry button.](#)

[End Call As No to Volunteer](#)

Page: First Request to Residential Donor (Test)

I'm calling to thank you for your past support and ask for your help in a different way this year!

<PRESENTATION GIVEN/> <LAST_NAME/>, because of the support of caring people like you, we've made great strides in our mission to fight cancer and create a world with more birthdays. We're calling today to ask for your help once again by mailing <VR_BLOCKSIZE_WITH_MAX/> preprinted letters to your neighbors on <VR STREET/> ([Wrong Address](#)) in <SCRIPT VARIABLE/>. We give you everything you need; you just address the envelopes and provide a stamp for each.

I'll send your kit in <SCRIPT VARIABLE/>, okay <PRESENTATION GIVEN/> <LAST_NAME/>?

Enter Presentation Given: <PRESENTATION GIVEN/>

[YES](#) or [** NO **](#) <LEGISLATIVE MESSAGE/>

[No \\$ By Phone](#) [Get to the Point](#)

[**If Gift Offered**](#) [**Adamant No**](#)

[End Call As Call Back](#) [End Call As Hang Up](#)

► **Page: Money Breakdown**

Overall, <PRESENTATION GIVEN/><LAST_NAME/>, [about 70 cents of every dollar](#) received goes to the programs and services that we provide.

IF ASKED: WHAT IS THE % FOR THIS SPECIFIC PHONE CAMPAIGN? I can assure you that the American Cancer Society's fundraising expenses meet or exceed the Better Business Bureau's standards for charitable solicitations. If you'd like more information visit the Society's website at [www.cancer.org](#).

[Return to Point of Interruption](#)

Page: Who Is ACS?

The American Cancer Society is a nationwide, chartered divisions throughout the country and (ACS) is committed to fighting cancer through service, advocacy, and rehabilitation.

[Return to Point of Interruption](#)

Page: Close for Yes to Volunteer - Survey

Tuesday, September 01, 2009

When asked about the "money breakdown," InfoCision's telemarketers were instructed to tell prospective Notes to Neighbors program volunteers that "overall, about 70 cents of every dollar received goes to the programs and services we provide." Actually, the majority of the money raised for the American Cancer Society by InfoCision went to the telemarketing company. **DAVID EVANS**

Source: InfoCision's script (page 27 of 33) on behalf of the American Cancer Society